

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-10 ISO-00 EB-03 DRC-01 RSC-01 /016 W

----- 073342

R 101405Z OCT 74

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 7955

INFO AMEMBASSY COPENHAGEN

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 2057

E.O. 11652: N/A

TAGS: BEXP, FI

SUBJ: STOCKHOLM TRADE CENTER PROGRAM FY 1976:

OFF-SITE SHOW IN HELSINKI

REF: 1) STOCKHOLM 4417, OCT. 3, 1974;  
2) HELSINKI A-143, JULY 26, 1974;  
3) HELSINKI 0152, JAN. 23, 1974;  
4) COPENHAGEN A-161, SEPT. 27, 1974

1. EMBASSY HELSINKI HAS PREVIOUSLY SUGGESTED (REF 2) DEPARTMENT OF COMMERCE SPONSORED PARTICIPATION IN THE HELSINKI INTERNATIONAL TECHNICAL FAIR SEPT. 9-13, 1975. AMBASSADOR KREHBIEL DISCUSSED PARTICIPATION IN THIS FAIR WITH SECRETARY OF COMMERCE DENT IN JANUARY, 1974, IN WASHINGTON.

2. EMBASSY HELSINKI RECOMMENDS THAT THE ELECTRONICS COMPONENTS SHOW SCHEDULED FOR SEPT. 1975 (REF 1) TAKE PLACE IN HELSINKI AS AN OFF-SITE EXHIBIT AT THE INTERNATIONAL TECHNICAL FAIR. THE SAME EXHIBIT COULD BE UTILIZED BOTH IN HELSINKI AND AT THE OCTOBER ELECTRONICS SHOW IN COPENHAGEN OCTOBER 10-16, 1975 (REF 4). SUCH OFF-SITE SHOWS WOULD BE A SUBSTANTIAL EVIDENCE TO THE NORDIC BUSINESS COMMUNITY OF THE REGIONALITY OF THE STOCKHOLM TRADE CENTER.

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3. THE MARKET FOR COMPONENTS IN FINLAND HAS BEEN STEADILY ON THE UPTREND. IMPORTS OF DOLS 41 MILLION IN 1973 REPRESENTED

A 140 PERCENT INCREASE OVER THE DOLS 17 MILLION ENTERING FINLAND IN 1970. AS STRESSED IN HELSINKI'S JUNE, 1972, MARKET BRIEF ON COMPONENTS, MOST OF THE MARKET DEMAND IS MET BY IMPORTS AND U.S. SUPPLIERS ARE IN A GOOD COMPETITIVE POSITION. THE U.S. SHARE OF THE MARKET WAS 10.3 PER CENT IN 1970, RISING TO 27.5 PERCENT IN 1973. HOWEVER, TWO-THIRDS OF OUR SALES IN 1973 WERE FOR A SINGLE PRODUCT LINE, COLOR TV TUBES. CONVERSATION WITH A LEADING IMPORTER SHOWED SUBSTANTIAL INTEREST IN A U.S. EXHIBIT AT THE TECHNICAL FAIR IN SEPT. 1975. THIS BUSINESSMAN COMMENTED THAT IT WAS IMPORTANT FOR THE U.S. GOVERNMENT TO DO SOMETHING IN FINLAND AS LOCAL BUSINESSMEN WERE RELUCTANT TO TRAVEL TO STOCKHOLM. ANOTHER DIRECTOR OF A LEADING FINNISH IMPORT COMPANY NOTED THAT THE U.S. SEEMS TO HAVE A VERY LOW PROFILE HERE AS REGARDS TRADE EXHIBITS AND TRADE SHOWS, A FACTOR WHICH HE SAID WAS DISHEARTENING TO OUR FRIENDS. THIS COMMENT WAS MADE IN CONNECTION WITH SOVIET PRESIDENT PODGORNYY'S IMPENDING VISIT HERE.

4. THE 1975 INTERNATIONAL TECHNICAL FAIR WILL NOT HAVE A DOMINANT THEME ALTHOUGH SOME ATTEMPT WILL BE MADE TO FEATURE MATERIALS HANDLING AND PACKAGING. FAIR DIRECTOR HEIKKI PALANEN SAYS HE WOULD WELCOME A U.S. EXHIBIT ON COMPONENTS. MR. PALANEN NOTES THAT THE DEADLINE FOR SPACE REGISTRATION IS JAN. 1, 1975, AND THAT MOST CHOICE SPACE WILL BE TAKEN BY EARLY DECEMBER, 1974. RENTAL COST IS 150 FINNMARKS A SQUARE METER, I.E. ABOUT DOLS 4.00 A SQUARE FOOT.

5. AS STATED IN HELSINKI 0152, NEARLY ALL THE TARGET INDUSTRIES HAVE EXCELLENT SALES PROSPECTS IN FINLAND. THUS, OTHER THEMES BEING CONSIDERED FOR EXHIBITS AT THE STOCKHOLM TRADE CENTER THAT COULD ALSO BE USED FOR A SHOW AT THE HELSINKI TECHNICAL FAIR WOULD INCLUDE MICRO-WAVE TELECOMMUNICATIONS EQUIPMENT, ANALYTICAL INSTRUMENTS, PRINTING EQUIPMENT, MEDICAL EQUIPMENT AND ENERGY SYSTEMS.

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6. ACTION REQUESTED: THE DEPARTMENT OF COMMERCE AND THE STOCKHOLM TRADE CENTER ARE REQUESTED TO COORDINATE AND ORGANIZE AN OFF-SITE SHOW AT THE HELSINKI INTERNATIONAL TECHNICAL FAIR SEPT. 9-13, 1975. IN VIEW OF THE GREAT DEMAND FOR SPACE AT THIS SHOW AUTHORIZATION TO RESERVE SPACE IS REQUESTED BY NOVEMBER 15 IF POSSIBLE.  
HOUSTON

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